

IN THE CLAIMS:

Please rewrite claim 1, as follows:

1. (Currently amended) System for selecting and confirming an impulse purchase for pay television, the system comprising:

a display device for presentation to a user a listing of programs; and

means for selection by the user of a program of a particular choice of the user from the listing, the choice confirmed in the system by an entitlement management message, the message being specific to an impulse purchase,

~~wherein the entitlement management message specific to the impulse purchase is exclusively contained in data tied to the presentation of the program listing and which comprises a directly readable, intelligible descriptor, plain text message that provides immediate access to the selected program~~

the program listing comprising date and time of broadcast of an impulse purchase program as well as a reference to the entitlement management message responsive to the authorization of said impulse purchase program, the system further comprising a security module and means to transfer the entitlement management message specific to the impulse purchase to the security module when the user selects said impulse purchase program and, if the conditions are met, recording the impulse purchase and granting access to the purchased program.

2. (Previously presented) System according to Claim 1, wherein the entitlement management message is used locally in a hardware subassembly installed at the user's premises, the hardware subassembly comprising a security module in which is stored subscriber authorizations and subscriptions profile relating to the user.

3. (Previously presented) System according to Claim 1, wherein the entitlement management message specific to the impulse purchase includes a notification to authorize viewing, or a veto of the viewing authorization.

4. (Previously presented) System according to Claim 1, wherein the entitlement management message comprises conditions defining authorization of viewing and conditions of cancellation of the authorization.